

*Exciting:* Skill-shot carousel

*Brilliant:* DCS-Sound

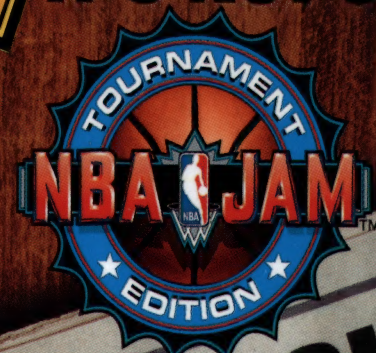


**NOVA**

This product is marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.

# TIME OUT

April 1994



## IT'S NOT JUST NEW. IT'S NEWS.

### Sports

Tuesday, February 8, 1994

# MIDWAY SCORES BIG WITH NEW NBA JAM TOURNAMENT EDITION!

- MORE MOVES & POWER-UPS!
- MORE STATISTICS!
- MORE PLAYER CHARACTERISTICS!
- HALF-TIME SUBSTITUTIONS!

**MIDWAY**  
Midway Manufacturing Company

A subsidiary of  
**WMS Industries Inc.**  
3401 N. California Ave. • Chicago, IL 60618  
(312) 267-2240 • Fax (312) 267-8435

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All the anticipation and rumor surrounding Midway's follow-up to their highly successful NBA JAM came to a climax today with the release of NBA JAM TOURNAMENT EDITION. Now the real fun begins.

Initial reports from players have been enthusiastic. Although some more players, veterans. After all, experienced players that it's the secret power-up special characters that keep coming back for more, an NBA JAM TOURNAMENT EDITION available in Dedicated Video, Tournament Kit and a Standard Conversion Kit.



Coin Cascade Ltd., 5 Vulcan Place, Christchurch, Ph 338 1411, Fax 338 1410



# MORTAL KOMBAT II

Revised Edition.  
NOW AVAILABLE  
AS A PCB KIT

## MORTAL KOMBAT HAS FINALLY MET ITS MATCH.

This product is marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.

**MIDWAY**

Midway Manufacturing Company

A subsidiary of  
**WME**  
Industries Inc.

3401 N. California Avenue • Chicago, IL 60618 • (312) 267-2240 • Fax (312) 267-8435

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THE WILLIAMS BALLY/MIDWAY ADVANTAGE:  
CLASSICS, NOT COPIES



*Master craftsman Antonio Stradivari produced just over 1,000 violins in his Cremona, Italy workshop before his death in 1737. Today the Stradivarius is still considered the pinnacle of perfection.*

## There's no substitute for a sound investment.

**I**f you're content to fiddle around, any violin will do. But if you appreciate the value of a true classic, there's no substitute for the legendary Stradivarius.

Williams Bally/Midway appreciates the value of classics as well—and strives to create one with every new game we design.

We take the time to research the market, and then with the industry's top design teams we individually and meticulously

This product is marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.

craft our games from the ground up. We refine and redefine until the game we eventually release is the absolute best it can be.

It's this obsession with excellence that ensures the profitability and longevity of each and every Williams Bally/Midway game you buy.

So when you're considering your next coin-op investment, consider the classics of Williams Bally/Midway. After all, if something sounds like a bargain, it'll probably play like one, too.

**Williams**   
Williams Electronics Games, Inc.

**Bally/MIDWAY**  
Midway Manufacturing Company

A subsidiary of  
**WME**  
Industries Inc.



# CLASSIFIEDS

**SELL**

**PCBS**

Van Dyke	\$250
Bombberman	\$500
Pollux	\$450
Spiderman	\$450
Wrestlefest	\$250
Touch Down Fever	\$150
Shogun Warriors	\$500
Twin Eagle	\$250
Tumble Pop	\$300
Fighters History	\$500
Guardians of the Hood	\$500
Vimana	\$450
Tao Taido	\$500
Snow Bro's	\$200
Violence Fight	\$400
Air Duel	\$400
Asterisk	\$400
Slam Masters	\$800
King of Dragon	\$800

**NEO GEOS**

Riding Hero	\$150
Art of Fighting	\$250
Professional Baseball Stars	\$200
View Point	\$300
Ninja Kombat	\$150
Blues Journey	\$200
Cybalip	\$180
3 Count Bout	\$250
World Heroes	\$300
8 Man	\$200
Ninja Commando	\$300
Fatal Fury	\$180
Super Side Kicks	\$500
Andro's Duno's	\$200
Mutation Nation	\$200
Fatal Fury 2	\$300
Thrash Rally	\$250
Super Spy	\$150
Last Resort	\$200
King of Monsters	\$180

**PINBALLS**

Addams Family	\$5500
Fishtaies	\$4500
Black Rose	\$3200
Getaway	\$3200
Rollergames	\$2000
Riverboat	\$1800
Police Force	\$1800
Transporter	\$1800
Taxi	\$1600
Fire	\$1600
Party Zone	\$2800
Gilligans	\$2800

**SELL**

Dr Who	\$4800
T2	\$3500
Creatures	\$4800
Dracula	\$4400
Whitewater	\$4800

**Ph Mike or Ken (04) 569-9107**

**SELL**

T2 Gun	\$5500
3P Off Road	\$2000
Operation Thunderbolt	\$2000
Operation Wolf	\$1000
Outrun Sit In	\$2200
Sci Dedicated Upright	\$2500
Speed Buggy 3 screen deluxe	\$1800
Tx1 3 Screen Driver	\$1800

**Ph Mike or Ken (04) 569-9107**

**SELL**

Midnight Resistance	\$300
Slammaster	\$1000
Street Fighter II:CE	\$1300
UN Squadron	\$300
Crime City	\$300
Crude Buster	\$200
Sly Spy	\$200
Shadow Warriors	\$200
Last Day	\$100
Neo Geo Fatal Fury	\$150
Ninja Combat	\$150
World Heroes	\$200
World Heroes II	\$400
20" Chaston cabinets complete with games good condition	\$900
Chaston upright driver Outrun	\$1200
Sit in tank game assualt	\$400

**PINBALLS**

Twilight Zone	\$5500
Whirlwind	\$2400
Mousin Around	\$1600

*All in top condition all prices + GST.*

**Call**

**New Image Video Games**

**422 Tutanekai Street**

**Rotorua**

**Ph/Fax: (07) 347-1806**

# CHARTS

**USA** (as published in Replay)

**Conversion Games**

1. Fabtek 'Raiden II'
2. Kaneko 'Gals Panic 2'
3. SNK 'Samurai Shodown'
4. Atari 'World Rally'
5. Capcom 'Super SFII'
6. Capcom 'SFII:CE Turbo'
7. SNK 'Art of Fighting'
8. Konami 'Metamorphic Force'
9. SNK 'Fatal Fury Special'
10. Irem 'Irem Skins'

**Dedicated Games**

1. Midway 'Mortal Kombat 2'
2. Sega 'Virtua Fighter'
3. Konami 'Run & Gun'
4. Midway 'NBA Jam'
5. Konami 'Lethal Enforcers'

**Delux Games**

1. Namco 'Ridge Racers'
2. Namco 'Cybersled'
3. Sega 'Outrunners'
4. Sega 'Virtua Racing'
5. Sega 'Stadium Cross'

**Pinballs**

**Dist\***

1. Williams 'Star Trek' 46%
2. Williams 'Indiana Jones' 41%
3. Midway 'Addams Family' 76%
4. Gott/Prem 'Wipeout' 8%
5. D.East 'Tales/Crypt' 17%
6. D.East 'Jurassic Park' 55%
7. Midway 'Twilight Zone' 67%
8. Bally 'Judge Dredd' 26%
9. Williams 'Terminator 2' 63%
10. Midway 'Creature/Lagoon' 37%

*\* Percentage of operators with pinball on location*

**JAPAN** (as published in Jam)

**Conversion Games**

1. Sega 'Virtua Fighter'
2. SNK 'Art of Fighting 2'
3. Seibu 'Raiden II'
4. Capcom 'Dung. & Dragons'
5. Sega 'Puyo Puyo'
6. Jaleco 'Mahjong Soo-Chi-Ple'
7. Konami 'Run & Gun'
8. SNK 'Fatal Fury Special'
9. Capcom 'Super SFII'
10. Human 'Grand Striker'

**Dedicated Games**

1. Namco 'Ridge Racer'
2. Sega 'Virtua Fighter'
3. Namco 'Final Lap R'
4. Sega 'Soreike Kokorogy 2'
5. Sega 'Outrunners'
6. Namco 'Cybersled'
7. Namco 'Suzuka 8 Hours 2'
8. Sega 'Alien 3 - The Gun'
9. Namco 'Air Combat'
10. Konami 'Lethal Enforcers'

**AUSTRALIA**

(as published in Leisure Line)

**Dedicated Games**

1. Midway 'Mortal Kombat 2'
2. Sega 'Alien 3'
3. Sega 'Title Fight'
4. Taito 'Ground Effects'
5. Namco 'Lucky & Wild'
6. Sega 'Outrunners'
7. Namco 'Suzuka 8 Hours'
8. ALG 'Drug Wars'
9. Taito 'Captian Zodiac'
10. Sega 'Virtua Racing'

**UK**

(as published in Euroslot)

**Conversion Games**

1. Midway 'Mortal Kombat'
2. Seibu 'Raiden'
3. Capcom 'Super SFII:CE'
4. Konami 'Violent Storm'
5. SNK 'Fatal Fury Special'

**Dedicated Games**

1. Midway 'Mortal Kombat'
2. Namco 'Ridge Racer'
3. Midway 'Mortal Kombat 2'
4. Namco 'Cybersled'
5. Sega 'Alien 3'

**Pinball**

1. Williams 'Star Trek'
2. Bally 'Judge Dredd'
3. Prem. 'World Champ Soccer'
4. Williams 'Indiana Jones'
5. D/East 'Jurassic Park'

**Pinballs**

1. Williams 'Star Trek'
2. Bally 'Judge Dredd'
3. Williams 'Indiana Jones'
4. Bally 'Twilight Zone'
5. Bally 'Popeye'
6. Bally 'Addams Family'
7. Bally 'Creature/Lagoon'
8. Williams 'Fish Tales'
9. Williams 'Dr Who'
10. Williams 'Dracula'

*\*Data East or Gottlieb games not tested*



# NZ NEWS

## NZ GAMES EARNINGS CHART

We are attempting to compile a list of the NZ Top 10 for all brands of pinballs and video games. Operators who are interested in becoming a part of this are asked to contact their local agent.

## MORTAL KOMBAT 2 NBA TOURNAMENT NOW AVAILABLE AS KITS

YES - Mortal Kombat 2 is now available in a comprehensive kit form as well as in dedicated format. Operators are now also able to update existing cabinets into today's best game.

NBA JAM TOURNAMENT is now also available as either a ROM update on your existing game or as a complete pcb. Initial test reports confirm that the additional features are real winners in the cash box.

## POSTERS

We have in stock a number of posters for the new Capcom games "Eco Fighters" and "Super Streetfighter 2 Turbo". Please contact your local agent for your copy.



"Ask about our Finance options"

Auckland/Northland: Kevin Grundy Ph (09) 525-0200 Fax (09) 525-0250  
Central N/I: Robert Briggs Ph (07) 346-3783 Fax (07) 346-3784  
Lower N/I: Mike De Ruyter Ph (04) 569-9107 Fax (04) 569-9107  
South Island: Gary Walker Ph (03) 338-1411 Fax (03) 338-1410

## AUCKLAND

Nice to see Alice and Rodger Newman at the latest ACME coin show held this year in Chicago. As usual they will be stopping in at Las Vegas on their way home. It is rumoured that Rodger has actually contributed enough to have built the Mirage Casino over the many years he has been attending the shows.

As police enquires into the copy board situation increase their investigations have led them into executing search warrants on some operators houses and factories. The Police actions have left all operators in Auckland in no doubt of the serious nature of the offences that have occurred. Action is also expected in other parts of the country over the coming months.

Village 8 Manukau has expanded due to the tremendous demand from customers. Two new cinemas have been opened and the Time Out games centre has been doubled in area. The movie industry has certainly been in a growth faze in NZ over the last few years and this is clearly going to continue into 1994 with Hoyts having recently announced the acquisition of a number of older theatres throughout NZ.

# CLASSIFIEDS

1 Cadillacs & Dinosaurs	\$1200
1 Eurochamp Soccer	\$800
1 Fuji Busters (STF type)	\$600
2 Guardian of the Hood	\$1200
3 Karate Tournament	\$800
1 NBA Jam	\$2750
1 Olympic Soccer 1992	\$800
1 Slam Masters	\$650
2 Street Fighter II	\$900
1 SFII:CE or Hyper	\$1200
3 Sunset Riders 4p	\$900
1 Tao-Taïdo (SF type 6 button)	\$600
1 US Navy/Carrier	\$500
1 Varth	\$1000
4 Vendetta (4p or 2 for \$1300)	\$800
5 Wrestlefest	\$300

## NEO GEO CARTRIDGES

Andros Dunos	\$250
Art of Fighting	\$250
Baseball 20/20	\$250
Burning Fighter	\$250
Cyber Lip	\$250
Fatal Fury	\$250
Fatal Fury Special	\$250
Mutation Nation	\$400
Ninja Combat	\$250
Robo Army	\$250
Sengoku	\$250
Soccer Brawl	\$250
Super Baseball	\$250
3 Count Bout	\$250
World Heroes 1	\$300

Ph Maarten Boogert (09) 524-5773  
or Kevin (09) 525-0200

2 Act Fancer	\$300
2 Altered Beast	\$200
2 American Darts Kit	\$450
2 Asterix	\$600
2 Attax	\$300
4 Blockseed	\$400
2 Blockout	\$300
1 Bottom of the Ninth	\$450

1 Bomberman World	\$600
2 Block Block	\$300
2 Cadash	\$350
1 Captain Commando	\$600
2 Cal 50	\$200
2 Crimefighters	\$600
2 Columns	\$500
1 Dark Seal	\$250
3 Double Dragon 3	\$450
2 Drift Out	\$750
1 Exciting Hour	\$150
1 Eswat	\$450
1 Exerion	\$200
1 Fighters History	\$750
1 Green Beret	\$200
2 Guardians of the Hood	\$450
2 Gundam	\$850
1 Guantlet 2	\$400
2 Gun Frontier	\$650
2 Gun Dealer	\$400
2 Hatris	\$400
2 Hot Shot Tennis	\$650
1 In The Hunt	\$950
1 Legend of Tomma	\$600
1 Mid Night Resistance	\$350
2 Mah Jong Kit/Panel	\$800
2 Magic Sword	\$500
2 Moon Walker	\$550
2 Olympic Soccer 92	\$900
1 Playerchoice 10 kit	\$450
1 Robo Cop	\$200
2 Rim Rocking Basketball	\$750
1 SAR	\$250
1 Shogun Warriors	\$450
2 Simpsons	\$800
1 Slammasters	\$900
1 Smash TV	\$250
4 Spiderman	\$750
1 Splatter House	\$200
2 Strata Bowling	\$650
2 Sunset Riders	\$750
2 Tank Force	\$400
2 Timekillers	\$450
2 Tumblepop	\$550
2 Trog	\$450
2 Turtles in Time	\$650
2 World Cup Soccer	\$500
2 WWF	\$400
2 World Cup 90	\$700
2 Xexxex	\$550

Ph (03) 338-1411



# CLASSIFIEDS

1x White Water Pinball \$6000

**Carl Cristens New Image**

Ph (06) 385-8295

Sky Soldiers	\$120
P47	\$120
Perfect Billiards	\$80
Shadow Warriors	\$120
Cabal	\$120
WWF	\$80
Street Smart	\$100
Bubble Bobble	\$100
Crime Fighters	\$120
Golden Axe	\$120
Wardner	\$100
Twin Eagle (v)	\$120
Final Fight	\$300
Mercs (v)	\$200
Crudebusters	\$200
Aliens	\$120
Willow	\$200
Vapour Trail (v)	\$120
Shadow Dancer	\$250
Monster Lair (Wonder Boy 3)	\$100
Bonz Adventure	\$120
1943 Part II (v)	\$100
Bombjack (v)	\$80
Pang	\$120
Rygar	\$80
Sky Adventure (v)	\$80
1x Terminator Twin Gun	\$6000
Ajax (v)	\$100
Sly Spy	\$80
Magic Sword	\$200
Hero Tomna	\$100
Mr Heli	\$120
Slapfight (v)	\$100

**Ph Barry (09) 408-0038**

Demon's World	\$100
1942 (v)	\$100
Captain Commando	\$300
Wrestlefest	\$200
Raiden (v)	\$400

## NEO GEO CARTRIDGES

Magician Lord	\$100
Nam 75	\$100
Baseball Stars	\$100
Sengoku	\$100
Fatal Fury	\$200
World Heroes	\$200
3 Count Bout	\$200
Art of Fighting	\$200
King of the Monsters	\$150
1x Sit in Outrun Driver	\$1200

## PINBALLS

Bad Cats	\$1800
Terminator 2	\$4000
The Getaway	\$3500

**Ph Barry (09) 408-0038**

4 600 wide metal panels complete to suit	
lowboy 3 player	\$190
10 500 wide Chaston panels complete	
2 player	\$120
10 500 wide Chaston panels complete	
1 player	\$70
4 Simpo Universal 4p panels comp	\$350

## CABINETS & DEDICATED

26" grey simpo cabinets, NRI mechs	
excellent condition	\$1950
1 Dragons Lair II orig. ded cabinet NRI	
mech excellent condition	\$4600
1 Fishtales pinball, NRI mech excellent	
condition	\$5000
1 Terminator II gun game NRI mech	
excellent condition	\$4500
1 Sega Hologram NRI mech	\$5100
1 Sega Super Hang On NRI mech full	
rebuild excellent condition	\$4800

**Ph (09) 524-5773 or (09) 525-0200**

• A new Pay-for-Play centre incorporating a large playground area and redemption area is due to open soon in New Lynn. While this concept has had little local exposure it is a proven formula overseas and is sure to become more popular in NZ.

## GISBOURNE

• The local police have applied to the council to have the local games room close each night at 6pm. This is necessary they argue to control the numbers of young people that are causing problems at 1-2am in the morning. Given that the centre never stays open beyond 10pm and that the youngsters involved are seldom seen in the centre it is clear that the local police are unable to deal with a growing problem and are looking for short cut answers.

Cliff Blumfield's centre provides one of the few staffed and controlled areas available for younger peoples entertainment and it would seem natural that once his hours are cut and the problem still remains that the community will have to address the real causes of these problems.

## ROTORUA

• Has one less arcade with the closing of the Merlins Centre. For a small town the three arcades it contained

were certainly making it difficult for all to make a good return and it seems that while Merlins was probably one of the best, landlord pressures resulted in its closure.

## WELLINGTON

• Welcomes two new arcades this month with the opening of "Sams Games Place" and "Time Out" in the main downtown area. Longtime local operator Tony Focus has also purchased "Lunar Park" from Wally Piper. Wally will be taking a well earned rest before he starts on his next venture although he is unsure if this will still be in our industry.

Plutos Upper Hutt seems at this date to have closed its doors although this may only be for a refit.

## NELSON

• Will see NZ's first comprehensive pinball league launched later this month. A group of local operators have decided to launch league play using the Williams/Bally League kit and after attracting local sponsors they will be utilising the league to increase site revenue and site numbers. As this concept although well proven overseas has not been widely used to date in NZ. A full report will appear in a later issue.



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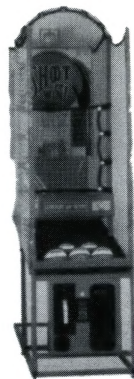
# REDEMPTION GAMES



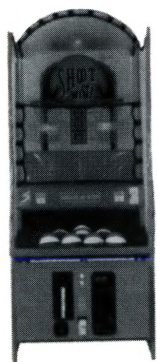
**BUDDY BEAR**



**MINI BASKETBALL  
TWIN**



**BASKETBALL**



**BASKETBALL  
TWIN**

**• An ideal  
addition to any  
games room**

**• Available new  
or second hand at  
very reasonable  
prices and in a  
variety of styles.**



**SKEEBALL**

**YES:**

**WE WILL TRADE YOUR  
WILLIAMS AND BALLY PINBALLS  
IN ON NEW MODELS.**

**CONTACT YOUR LOCAL AGENT.**

# Employee THEFT

*Claimed to cost the USA  
industry up to \$NZ60  
million a year.*

*By James M Fisher*

The reasons for theft are many, says the experts. The problem is compounded by temptation and the opportunity to steal. Certainly, human greed is a factor, but still there are many other circumstances that cause a person to steal, especially from his employer.

Many employees rationalise their behaviour in order to feel they're justified in stealing. Not every employee with access to the company's property will steal, of course, but sometimes the actions of those that do are a way of handling personal grievances against their employer. Stealing is also a way of demonstrating the employee's dissatisfaction and defiance in the



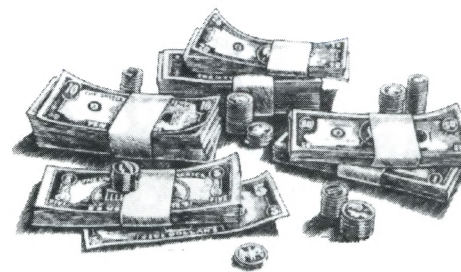
workplace.

## **EMPLOYEE THEFT COSTS BILLIONS A YEAR**

"Companies that don't take the threat of crime seriously are simply playing Russian roulette," explains Dalton. The US Chamber of Commerce estimates that employee

theft costs US businesses \$40 billion annually. In addition, approximately 20% of all businesses fail due to employee theft. Specifically, more than 16,000 US businesses fail annually because of internal theft!

"Economic crime is ten times greater than street crime," says Thomas W Wathen, CEO of Pinkerton Security and Investigation Services in California.



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# ALIEN 3™

## THE GUN

**Brand New game direct from  
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Ultra-realistic sound and vision -  
genuine movie licensed games product!

Amazing graphics taken from real  
movie footage.

Incredible suspense as you hunt the Alien!

Uses flame-throwing grenade rifles.  
Just like the movie.

Limited stocks. Be quick, because in space,  
no-one can hear you scream...



**Exclusively from**

**Leisure  
& Allied  
Industries**

Established 1958

# Benefits

**BENEFITS OF A TRADE ASSOCIATION**  
**Are you a member of your local association?**  
**Your association can do this for you:**

- Give you an opportunity to know your competitors as individuals and enjoy their friendship and respect.
- Provide a means of co-operation between competitors for mutual self-interest.
- Offer a medium for exchange with others who have similar business problems or needs.
- Strengthen your relative position in the trade or profession.
- Act as your spokesman when, alone, your voice would be only a whisper.
- Keep you informed of trends and changes.
- Fight your battles aggressively when, by yourself, you would be much less effective.
- Provide a code of ethics and standards for your guidance and protection.
- Encourage professional business practices and increase public and government respect.
- Provide a forum in which your views can be expressed, and give you a means by which you can help to shape policies and practices.
- Finally, it will give you an opportunity by which you can carry your fair share of the load, voluntarily, in meeting the challenges of your trade or profession.

If a trade or profession is worth being in, it should be a privilege, if not a duty to be a member of its association.



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# USA SHOW

## ACME IS THE NAME. COIN-OP IS THE GAME IN 94

Looking for their pot of gold at the end of the rainbow, manufacturers, distributors, suppliers, and operators converged on the American Coin Machine Expo 1994.

Sponsored and produced by the American Amusement Machine Association and Play Meter Magazine, ACME 94 features more than 1,000 booths covering a wide spectrum of coin-operated entertainment.

Making a return appearance this year was Redemption City and the Coin-Op Olympics. Operators had an opportunity to "go for the gold" by

competing in tournament play for valuable prizes, while learning how they can operate their own tournaments and leagues. Redemption City showed operators the latest in design, layout, product mix, and merchandising ideas for family entertainment centres.

ACME 94 began on March 16 with a first for ACME, a special redemption

field trip, offering operators the opportunity to visit some of Chicago's most successful redemption facilities. The day was wrapped up with the AAMA Distributor Gala beginning at 8 p.m., for sponsors and invited guests.

A full schedule of seminar programs, designed to help operators prepare for the future and keep pace with today, was offered over the three days of the expo.

## PREVIEW

Manufacturers hope they had the "luck of the Irish" as they enticed operators with their new offerings.

### A & A/Parkway Machine Corp

was on hand with their giant gumball machine, carousel stand, and novelty pieces.

**Alvin G & Company** debuted a new traditional pinball, *Slam'n Jam*, featuring a basketball theme. Also on display at their booth was their line of redemption games, *Punchy The Clown*, and *Dinosaur Eggs*.

**American Laser Games** the manufacturers of the Mad



"Ask about our Finance options"

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## ORGANISING YOUR FIRST TOURNAMENT: A STRATEGY FOR SUCCESS

Streator, IL - Metro/Canale Amusements reports that pinball tournaments are becoming more and more popular ... and they've come up with a format that has really generated interest in competition. Here's how it works: Metro/Canale and their locations split the cost of prizes, like a colour television. When players win a free game at the location, they record their name on a High Score Sheet which has room for 200 names, allowing for duplicates as well. When the sheet is filled, sixteen names are randomly drawn to play for the prize.

These sixteen finalists compete in a double elimination tournament. Naturally, the tournament is fun and competitive, but it also attracts over thirty extra patrons to the facility for three or four hours.

For the operator, one valuable by-product from the event is the comprehensive list of players. Metro/Canale finds it very instrumental in organising future tournaments and leagues.

After all is said and done, this type of pinball competition is beneficial to everyone involved. Players, locations and operators all get something out of it. Why not give it a try?

## PINBALL MANIA AMOK IN MADISON

Madison, WI - "Mad City" has gone mad! Excitement is at a fevered pitch! Is it because the UW Badgers are headed for the Rose Bowl? Perhaps ... but we think the pandemonium has erupted because Modern Specialty Company has successfully started its first pinball league!

Roger Westmont of Modern Specialty reports that the MSC pinball league he started this fall has been fantastic. To promote the program, MSC staged a small tournament in early September. From that event, Roger was able to get enough players to get the league off the ground. With the help of pinball co-ordinator Elia Hilgenberg and some very supportive locations, MSC was able to "get the ball rolling" around State Street.

Interestingly, nearly half of the league players had competed in at least one

IFPA Annual Championship. The other half were a little less accustomed to the competition, but learned to take advantage of any advice the wily veterans would share.

An added perk from the pinball league is that it has provided the company with yet another way to support its locations. Prior to the program, only dart or pool leagues had sponsorship, which was not viable for some locations. Now that they're sponsoring pinball leagues, these establishments are delighted with the extra business being generated.

All in all, Modern Specialty, the league locations and the players are pleased with Madison's new fascination with pinball .... and the future promises to be even better.



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We have just received some  
exciting News...

Midway have just  
announced the release  
of the new

# NBA TOURNAMENT EDITION

Even better news .....  
there will be a kit  
available to update your  
original NBA game board.

Ring your local agent Today  
for more information

STOP PRESS...STOP PRESS...STOP PRESS...STOP PRESS...STOP PRESS

Dog series of interactive laser games displayed their latest piece-"The Bounty Hunter". This one or two player western theme game was well received as was the industries first CD Rom arcade game system "Shootout at Old Tucson". This new lowcost system will provide new game updates as easily as changing a jukebox CD as they are released.

New offerings at the **American Sammy Corporation** booth were Magic Mr X developed as a counterpart to their Simple Simon redemption game, and Coin Circus, a new idea in a coin drop game.

On display at **Antique Apparatus/Rock-Ola's** booth was their new Model 6000, The Rocket, and nostalgia line.

**Arachnid Inc** had their line of electronic dart machines on display featuring a new Wild Card Cricket game, as well as their poker games.

**Atari Games** had on show their new 33" cabinet as well as a new interactive futuristic one or two player tank battle game called "CAGE".

On display at **Bob's Space Racers Inc's** booth was their complete line of redemption equipment including, new to ACME Rising Water and Kid's Bowler Roller.

**Capcom** displayed their new Turbo upgrade for Super Streetfighter as well as their Instant Memories photo booth.

**Cashbox International** (one of three Australian companies with products at the show) launched their new International magazine at Acme.

"Tommy - Pinball Wizard" based on The Who's music was the new pinball at the **Data East** stand and was joined by a range of redemption games and their new Neo-Geo release "Wind Jammers".

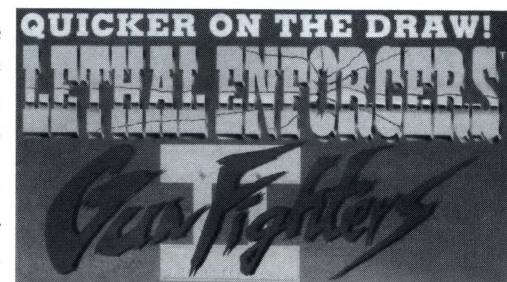
The trade magazines Replay, Playmeter, Jam and Euroslot all had booths at the show and reporters present.

**Fabtek Inc** displayed their Raiden II kit and Super Mario Brothers redemption piece.

**Innovative Concepts In Entertainment (I.C.E.)** exhibited their Full Court Frenzy II, 1/2 Pint Frenzy, Super Chexx, Supper Kixx and Hungry Hippo redemption games.

On exhibit at **Kaneki USA Ltd's** booth was their two-player, fighting game, Blood Warriors, redemption/video game Bonk's Adventure, and Gal's Panic II.

**Konami (America) Inc** debuted Gun Fighters, a sequel to their original Lethal Enforcers, and a new driving game, Racing Force (previously seen at the AOU).



New at **Jaleco USA Inc's** booth was a two-player boxing game, Best Bout Boxing, a two-player, fighting game, Battle K Road, and a two-player driving game, F-



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1 Super Battle.

**Laserforce** - the Australian manufacturer of Laser Game Centres had an excellent response to their equipment display at ACME.

**Machine-O-Matic Ltd** had a slightly downsized version of their award winning booth on exhibit.

On display at **Mayoni Enterprises'** booth was their full line of bulk vending and novelty pieces, including their newest DinoVend, which is available as a capsule or product vendor.

**Microsystem Controls** had a comprehensive display of their S5 and S6 electronic coin acceptors and were kept busy during the show.

On exhibit at **Namco-America's** booth was their virtuality theatre, Galaxian 3, Cyber Sled Tournament, Suzuka 8 Hours 2, with new racing circuits, and an updated version of Shoot Away. Two versions of Ridge Racer were also on display, the original and a new three monitor version. On the redemption side was a new junior version of Godzilla Wars and Monster Castle.

**NSM-America Inc** exhibited its complete line of 100-disc CD jukeboxes including wall jukeboxes, the Performer Wall, Old Fashion Wizard and FireBird II. To exhibit how a wall unit can be modified to suit its location, NSM Put On's CD Hauler, CD Sneaker, and CD Cruiser "dress-up" kits were also being shown.

Also on display was their new Nostalgia Gold jukebox, and a new model promising significant technological advances to the power of NSM jukeboxes. On their kiddie ride division side, EMT America showed their Mustang horse, Mercedes car, Rio Grande train and Sky wolf helicopter.

**Premier Technology** debuted their Rescue 911 pinball, based on the popular American television show.

# RESCUE 911

On exhibit at **Rowe International Inc's** booth was their CD-51A jukebox, CD-100D Lady In Red, CD-100D Black Magic, Nostalgia jukebox, Walleto, and Wall Star, as well as their hideaway. They also showed a new look in their changers, including the BC-100, BD-150, BD-3500, and SBC-2, as well as their bill acceptors. Some of their vending units were also on



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anyone, not just the experts. However, I think we should have taken a little different direction and promoted it as a way for pinball players to show off their skills. I don't mean necessarily promoting it as a league for experts, but letting those serious players who know things about the machines that others don't that it's for them, too. There's an ego thing with any sport, and pinball is no different," Roger explained.

He continued, "The name of your league is important. We call ours the Pin Kings. A new woman in our office saw the name and remarked that it sounded so professional. We got something we didn't even ask for when we named it.

"We decided to run our leagues for 14 weeks, so players aren't overwhelmed with commitment. I wouldn't change this. After the 14 weeks we hold a league party and at the same time run another tournament that anyone can enter. We not only entice new players, we also give our league players something to look forward to. We give out trophies and lots of prizes.

"One more important point," Roger said, "is to assure your locations that you are committed to the program. the locations don't want to have to explain to their customers why it fell through. I could also add here that joining an organised program takes a lot of pressure off the operator. For example, if someone complains about a rule, we just tell them to write to Coin Cascade. It also saves time because you don't have to reinvent the wheel. Everything's been done."

Since Roger is also active in dart and pool leagues, we asked him how the average pinball player differs from the others. We were a little surprised when Roger described a typical pinball player as being quieter and more even tempered. "Pinball players get excited when they get high scores, but they don't whoop it up like some of the dart players, for example," Roger said. "They may do their fair share of drinking, but don't have the same level of carousing as dart players."

He estimates that players range in age from their early 20s to 40s and are people who have been waiting for this to happen. They love pinball and

know how to play, but there was never an organised way to enjoy playing. Roger had this to add about pinball players: "The pinball league scoresheet may look imposing, but even though I've never had a real instruction session with the players they seem to know what to do. There's a real difference between pool and dart players and pinball players when it comes to the paperwork. It's a pleasure to deal with the players.

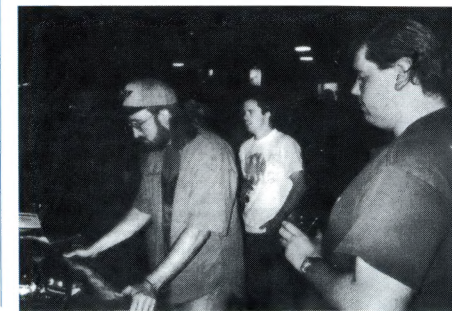
We initially thought they'd be nit-pickers; you know, complain about anything and everything. But they aren't like that. We picked up a rule from another operator which states that there has to be three things wrong with a machine to put it out of order; burnt out bulbs cannot be one. That little rule has gotten rid of at least 50 percent of the complaints. But remember that you have to be diligent about keeping your machines in top shape."

Has Roger been disappointed or surprised by anything so far?

"I can't think of any problems, but there have been some surprises. For one, it was a shock when locations actually thanked us for starting the league! That's unbelievable, since we don't often get thanked for something. Some positive things have happened because of the pinball leagues. For one, we have been raising our price per play on pinballs."

Roger continued, "We've added bill acceptors to our pinballs and have seen a definite increase in revenue. In addition, because of the league, locations feel more comfortable when we talk about changing our commission structure. They feel they are getting something in return for the increase. Surprisingly, though, it's not only our league locations. We explain to other locations that we are running a league and buying new machines. We'll offer it to them, but explain that we need 60 percent. They say OK."

How does Roger sum up the decision to run leagues? "It's simple. If I had it to do all over again, I'd do it sooner!"





# PINBALL LEAGUES

## An operator speaks.

In the USA we've grown accustomed to dart and pool leagues. No doubt about it, they're great. We've even accepted air hockey, shuffle-board, and football tournaments. But pinball? Can pinball leagues and tournaments really work? The International Flipper Pinball Association (IFPA) has been trying to convince a doubting industry that pinball is the perfect candidate for leagues.

But even the positive waves from IFPA officials haven't been quite enough to convince some operators. Roger Westmont of Modern Specialty Co in Madison, Wis., is an operator who gave pinball leagues very little thought. He didn't even bother going to the last two IFPA championships, even though both were held in his own state. Roger was also like many other operators, pondering alternatives to increase an ever diminishing bottom line and dwindling player base.

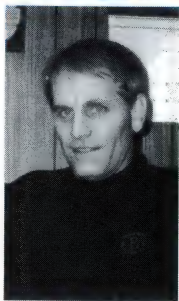
Modern Specialty Co., in business for half a century, employs 27 people. Its route is made up of street locations - some large, some small. The company operates a wide array of games, from pool and darts to pinball and redemption. Pinball has always been an asset to the company.

Roger is realistic when he describes the pressure from pinball locations: "They either want a brand new machine or demand to keep the one already there. Either way, it isn't a good situation."

Modern began its successful pool league nearly 20 years ago. It's grown from a humble six teams to well over 60. Six years ago, Modern added dart leagues. That too has grown from five teams to over 60.

But even the success with pool and dart leagues didn't convince him to consider pinball leagues. He was aware of IFPA and recalls listening to what he calls "one of (director) Doug Young's 'Sermons on the Mount,'" but still staunchly resisted the idea.

We asked Roger why he was so hesitant. "I always felt that pinball was a solitary game and that the focus was on the game itself. I never considered it something that would lend itself to organised play like pool and darts, where two players traditionally play together. I certainly know now that I made an error in judgement thinking that pinball players would



not be interested in competing," he said.

But Roger soon changed his mind. While at the Wisconsin Amusement and Music Operators (WAMO) convention, he sat in on a seminar given by Williams' Bob Lentz and Young. It clinched Roger's decision to join IFPA, as he explains: "This could very well be the best argument for attending state shows - you get great ideas. I had heard the pitch before, but suddenly it just clicked. After talking with Bob, Doug, and some IFPA members, I realised why I wanted to join. I had so much money tied

up in pinballs that we couldn't afford not to promote them."

Roger's love of the game made him the perfect choice to make it work for Modern Specialty. He stresses to other operators that someone in the company must be committed enough to make it successful. Roger began by making a list of locations he felt would be receptive.

Roger explains what happened next: "I approached 15 locations and, believe it or not, every single one was receptive to the idea. As we followed through with additional meetings, I realised how excited they were. They were anxious to offer their pinball playing customers this opportunity."

Just how did Roger recruit players? From a fellow operator he got the idea of running a tournament about three weeks prior to the date the league was set to begin. Many of those who played in the tournament joined the league.

Although not all of the locations stuck with the program, Roger says that's to be expected. "People have rosy ideas of what they will do but plans fall through. Don't be disappointed. Even with some dropping out, we got what we wanted - a nucleus of dedicated players and locations. In fact, two of the locations have been with us for a long time, but never got involved in any of our other promotions, not even dart or pool leagues," he said.

Roger says that with pinball leagues, he's added a new good will opportunity for locations. "Just as operators like to do something special for their accounts, the locations are thrilled to offer something special for good customers," he explained.

Although still fairly new, Roger pointed out some things he's learned:

"We wanted to promote it as a league for

display.

**Taito America Corp** had several new offerings, including for the redemption market Zoo Keeper and Lucky Carnival, a three-player shooting gallery. A new coin-flipping game, Mad Hatter's Tea Party was on display, as was their new game Under Fire.

Displayed at **Sega Enterprises Inc's** booth was Jurassic Park, Daytona and the Star Wars video. Also on display was their Virtua Fighter video with advanced graphics.

**Skee Ball Inc** reintroduced in production form, Merlin's Mirror and the Progressive Jackpot feature on Tic Tac Toe and Skee Ball. Tic Tac Toe also featured a new bonus round offering double ticket values.

**SNK Corp** of America debuted their sequel to Art of Fighting, Art of Fighting 2 (already in NZ) and Super Sidekicks 2.

On exhibit at **Strata Group Inc's** booth was their interactive, linkable, driving game, Driver's Edge, and a new, two-player, fighting game, Blood Storm.

**Williams/Bally/Midway** displayed "Demolition man the pinball". From the first ball to the last blast, this is high-calibre, rapid-fire pinball. The battle begins the minute players grab on to the two-button gun handle grips. These all-new controls for flippers and the Cryoclaw also feature secret button/trigger power-up combinations for added scoring. Featuring two industry firsts, an actual mini car crash and shooting the moving eyeball for Explode Mode, plus custom dialogue by Sylvester Stallone and Wesley Snipes, Demolition Man is now armed, dangerous

and on the street!

"World Cup Soccer" - the pinball. Twenty-four teams from around the world. Fifty four action packed matches. Nine cities. One coveted trophy. And a pinball game that captures it all. Bally has captured the spirit of the game with its stadium-shaped playfield, moving goalie, rotating soccer ball diverter, magnetic ball lock and magnetic power flipper. Players create a team, buy souvenirs and

tickets, travel to World Cup host cities and actually compete in soccer matches.

"Revolution X" - three player gun game. New Order Nation, corrupt alliance of government and big business, has launched an offensive to control the world's youth. But they're fighting back ... and music is the weapon! Wave after wave, REV X's unique non-linear playing system transports players through an unprecedented level of interactivity. The game features original speech and digitised footage of Steven Tyler and Aerosmith.

"NBA Jam Tournament Edition", earnings skyrocketed past initial (product launch) numbers by adding update: more players & special guests, more NBA moves & statistics, faster pace, updated sound & graphics, 3 versions: dedicated, conversion kits and ROM update kits for original game.

*In addition a wide range of redemption equipment and prizes and different parts and service equipment was displayed in a show that took the full three days to cover. What was noticeably absent this year was the range of Virtual Reality games seen at previous shows and it may be that we will not see this new technology return in force until after it has been further refined.*





# UNDER FIRE

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## PINBALL COMPETITION

### PAPA 4 DRAWS 400

Pinball's new era dawns as 18-year old becomes Worlds Greatest Pinball Player

In a major upset, the top ranked mens' and women's champions were routed by young newcomers at the PAPA 4 International Pinball Championships held at the Park Central Hotel in New York City, Feb 4-6 1994.

Eighteen year old Bowen Kerins, a virtual unknown in the pinball tournament world on Friday, had rocketed into the elite of flipperdom by Sunday. The Newport, Rhode Island native and Stanford University computer science student put together a three-game total of over a billion and one half points and edged sharpshooter Dave Stewart and 1993 PAPA winner Lyman Sheats, Jr, to win the three-day tournament, the top prize and the title of World's Greatest Pinball Player.

Before his emergence during Sunday's final rounds, Kerins had been virtually unnoticed in the field of 600 competitors who came to participate in six divisions, especially with international media attention focused on pinball superstars Sheats, David Hegge, and Rick Stetta. Kerins had entered PAPA 4 only because his doubles partner, Hal Erickson had won the PAPA Fall Flipoffs tournament in San Francisco, and with it a ticket to New York. Following his victory, an astonished Kerins turned to the audience and exclaimed, "Holy cow! did I win? That's cool!"

In another surprise, Julia Slayton, the country's top-ranked woman, was forced to settle for fourth place, as 26 year old Ellen Frankel grabbed the women's division trophy and the \$US1000 prize.

All four of the major pinball manufacturers were represented and brought along their newest games.

In other divisions, Sheats and Hegge dominated the Doubles and Sheats took the PAPA Champions trophy. Top prizes also went to Kevin Kulek, Pinconning, Minnesota, in the B Division and Sam Tyan, New Jersey, in the C Division. Sixteen year old newcomer, Vincent Chasmer, won the hard fought Juniors Division.

Organisers say the record number of competitors and spectators at PAPA 4 are continuing evidence of the international resurgence of pinball. This year's competitors descended on New York from five countries, including Australia and 25 states.

Other highlights of the weekend included visits from super model Elle MacPherson, Another World star Alice Barrett, musician Laurie Anderson, and rock giant Lou Reed, a long time PAPA supporter. PAPA sponsor Amtex Software Corporation conducted a separate competition on their personal computer pinball software program, based on the classic game Eight-Ball Deluxe. On Sunday evening, PAPA and the Broadway cast of Tommy presented Flippermania, a benefit party for Broadway Cares/Equity fights AIDS, which resulted in an \$18,000 donation to the charity.







original. At the same time, the home systems continue to increase in power and are used to drive certain coin-op hardware. Atari's Jaguar will be used as an engine in upcoming arcade units, and 3DO is already being used by American Laser Games for Shoot Out at Old Tuscon.

There are also offshoots: Sega's cable TV-based Sega Channel

must have attention paid to it. And who knows what impact the "information super-highway" - buzz phrase being bandied about - will have. How this will affect the home and arcade markets, or what the next generation of hardware will be like, remains to be seen. You can't stand still while it happens, because it won't stand still for you.

after an updated Turbo version hit the SNES closer to mid-year.

Currently both Sega and Nintendo dole out serious corporate marketing rhetoric about 16-bit market share: Sega claims 50 percent on 13 million units sold, while Nintendo says it has 54 percent on 15-1/2 million units sold. Most industry analysts call it an even split, through Sega was reported to have "won" the 1993 Christmas market.

## FUTURE CHALLENGES

The line between the arcade and home markets continues to blur. However, the release of Mortal Kombat to the home market by both Sega and Nintendo is said to have spurred an increase in play on the arcade



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# INTERNATIONAL NEWS

## USA

### Capcom Doings

The February 25 issue of Video Business (an established trade publication for movie cassette rental stores) reported that Capcom will expand its revenue sharing program VCR rental stores, providing two coin-op games at no charge, typically on a three-year contract. Capcom will then split the earnings 60/40 with store owners (the factory gets the lion's share). Capcom USA senior VP Joe Morici was quoted as saying games would be changed quarterly, or as the game's life-cycle requires. Capcom USA execs planned to meet with their US coin-op distributors on February 19 to discuss the firm's revenue sharing policies, but few dealers seemingly attended. Three of Capcom's major distributors told RePlay they were not included in the video store revenue sharing program as yet, and did not know if any operator was involved.

One of the big issues at the moment is game pricing. Joe Dillon from Williams/Bally/Midway has been very vocal in his support for a minimum 50c per game pricing on pingames. At a recent distributors meeting after a video and discussion about play pricing he presented all present with a \$US1 bill encased in plastic with the inscription "\$1 play in the USA."

## KOREA

### Korean Kops Knab Kopiers

After decades as a hotbed of illegal counterfeits, today's Korea continues to crack down on illegal copiers. According to Japan's Game Machine Magazine, the presidents of two Seoul vidgame companies (J.K Trading Co Ltd and Shinsung Electronic Co Ltd) were arrested by city police on January 7, during raids on the two firms. The action followed complaints about the two firms by Capcom and Nintendo. Raids were conducted under Korea's computer protection act. Authorities said both firms sold many counterfeit Street Fighter II: Champion Edition games in December 1993. Of the 164 alleged copyboards seized during the raids, 88 were recent Capcom titles and 76 more were copies of games from Data East and others. By the way, cops also grabbed 410 counterfeit Nintendo home game cartridges.

Officials said prosecution of the two arrested suspects is likely to result. Conviction for counterfeiting will carry either a jail term or a major fine under Korea's computer protection act.

## HONG KONG

### AAMA To Stage Show In Hong Kong

The American Amusement Machine Association (AAMA) will hold its first-ever trade exposition in Hong Kong on June 8-9. The show, named the Asian Amusement Expo, will take place at the Hong Kong Convention & Exhibition Centre in Wanchai. AAMA made the announcement after a January 14 meeting of its board of directors.

"The Asian Amusement Expo will connect US manufacturers and distributors with a broad cross section of distributors, operators and investors from the Chinese market and the South Pacific Rim countries," said Dynamo Inc's Mark Struhs, chairman of AAMA's Foreign Business Development Committee. He added that the target audience is mainland China and Thailand, Indonesia, Malaysia, Singapore, the Philippines, Taiwan, and Hong Kong.

Bondeal's Fred Milner is rumoured to be expanding his international operation into Sydney and will soon be running an arcade there.

## GERMANY

Fierce competition has waged for a year among five of the eight largest amusement arcade chains in Germany. This has led to 3,900 workers losing their jobs. Over 70 arcades have been affected. This sector of the business has reportedly lost over DM500m in trade because of the battle.

Gauselmann, NSM, and Bally Wulff, three of the largest manufacturing companies, have been forced to introduce some part-time work during the year, due to increasing taxation and restrictive intervention by the government.

The industry previously paid DM600m in tax (1990 figures); the amount rose to DM1.14bn by the end of 1993. The tax on amusement income, which affects almost all amusement machines, has risen to DM500m from DM40m in 1980.

Amusement arcades are also being restricted to limited hours of operation.



# LEISURE AND AMUSEMENT INDUSTRY THE FUTURE

Courtesy Euroslot

Trends affecting the international leisure and amusement industries have, in the past, been difficult to forecast accurately.

The reason for this is that industry segments broken down into units are difficult to measure, the geographical domicile of leisure operations matters as much as the consumer's spending pattern, all factors which are exposed to today's quick changing economic circumstances.

In recent years economic recessions, experienced mainly throughout Europe and Japan, have had an impact on forecasting consumers' financial expenditure.

This article therefore does not concern itself with trends measured as income and expenditure, but instead deals with the forecasting of consumer activities, well beyond the year 2000.

There are broad based indications that some leisure activities will develop faster than others, producing a considerable shift in consumer choice.

Where those leisure activities show substantially decreased or increased activities and user changes, it is mainly as a result of the communication industry's ability to effectively reach large consumer groups and markets on a global scale.

For example, the rise of pursuits in sporting activities, individual as well as team exercises, is clearly the result of a more health educated consumer.

Trends are also affected by the change in consumer age groups. From the year 2000 onwards the most substantial shift in age group composition in history will be recorded, due to the fact that no major wars, like those in the early and mid 19th century, have taken place for over 50 years, as well as unrestricted birth patterns developing around the world.

Population movements have shown increases worldwide, with over 500m consumers estimated to

leave their place of domicile for a vacation or short break holiday once a year at least.

As a result, leisure activities traditionally associated with resorts or other group activities have benefited most.

To mention a few of the major ones: golf, gambling and in particular video arcade games, health clubs, and leisure activities benefitting health directly, such as sports clubs.

Amusement and theme parks as well as waterparks are forecast to show reasonable increases in consumer use because of their group entertainment value, and the uniqueness of the multiple product choice available to the consumer.

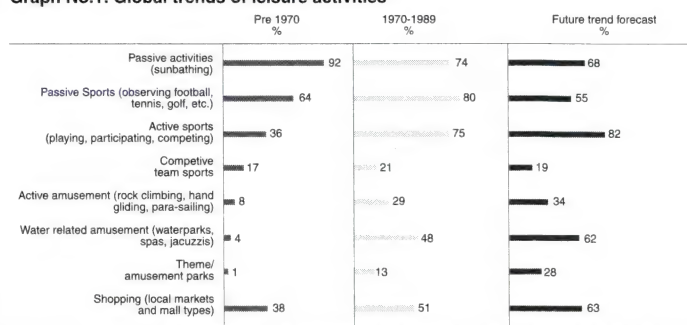
To identify future leisure and amusement trends requires analysis of evolution.

Graph No. 1 shows the trend analysis taken over the last 40 years.

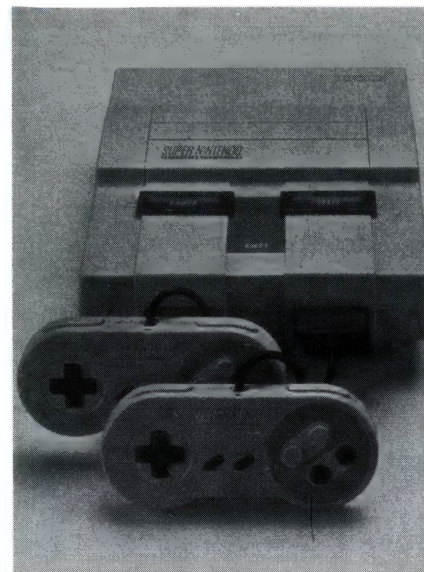
By studying Graph No. 1 it can be concluded that "active" pursuits show an increasing trend over "passive" leisure activities.

The primary reasons are a more educated and health conscious society, an awareness to keep fit and healthy.

Graph No.1: Global trends of leisure activities



There is also an increased trend to be observed in the consumers' choice to "actively participate" in leisure activities which are associated with a higher risk of injury, but at the same time provide thrill and excitement not easily found in common leisure pursuits. Rock climbing has proved to be the fastest



large user base forcing developers to join the TG-16 camp, the opposite happened: a low number of developers, and therefore software titles, kept the user base low.

With the same vigour that people told Nintendo in the mid-80s that bringing the NES out would be an awful risk, loads of industry followers told Sega that it was crazy to challenge Nintendo's hold on the game market, especially with the Genesis.

Though going up against the TG-16 in the Japanese market proved to be a failure, Sega forged ahead and turned the tables. It suffered a slow start, but after the addition of Tom Kalinske (ex- Matchbox and Mattel executive) as Sega of America president and CEO, the Genesis started to rocket.

Knowing that the US gamer is drawn to an icon, as Nintendo had with Mario, Sega set out to create an identity. The speedy, blue Sonic the Hedgehog has been a big factor in the Genesis' success, taking the industry by storm. The Genesis has grown strong, with a user base of about 13

million today.

Another game system was released in 1990, based on its arcade predecessor: SNK's Neo Geo. Though an exact duplicate to the upright cabinet in terms of abilities, the Neo Geo never really caught on due to its high-priced console and cartridges, as well as a limited software library.

Where was Nintendo during all of this? It waited until it felt the market was right for the introduction of its 16-bit system.

When the Super NES (the SNES was a Super Famicom with little but cosmetic differences) was unleashed in the United States in 1991, there was a lot of hope, but Sega had created a nice nest for itself with its two-year buffer. Only three titles - all Nintendo's - were available for the first couple of months and the SNES was off to a tepid start.

The result, with early SNES software suffering from sprite flicker and intermittent slowdowns, was not an overwhelming lead by Sega over Nintendo (with NEC and SNK a distant third and fourth), but a lead just the same.

While Nintendo retained many of its original licensees - the ones that survived the competitive NES market and were still in business - some slowly started jumping into Sega's camp too. Players started to see the same game released on multiple systems.

The complexion of the 16-bit market changed in 1992, thanks to a kick from a name familiar to readers: Street Fighter II. The game that topped the coin-op charts was released by Capcom for SNES, and it was a much better hardware seller than Nintendo had been itself. Unfortunately for Sega, Street Fighter II wouldn't see its way to the Genesis until September 1993 -





diminishing the quality of software. As a result players had the overall impression that the market was filled with poor product.

Gradually, the price of game cartridges dropped to bargain basement prices. Shelf lives were short, and many shrewd players knew it. With patience, fairly new games could be had for a fraction of the original price - under \$10 in many cases.

Sales were \$3 billion in 1982, \$2 billion in 1983, dropping to \$800 million in 1984 and hitting a low of \$100 million in 1985.

### THE JAPANESE WAVE

In 1985 Nintendo rolled the dice in bringing out a game system, the Nintendo Entertainment System (NES), at the industry's lowest point. (The NES is the American version of Nintendo's Family Computer, or "Famicon," in Japan).

Nintendo did all it could to sign up software producers with exclusive contracts. Each year, more and more developers got in on the coattails of Nintendo's



success. This not only made Nintendo very rich, but also kept out a lot of its competition - primarily Sega, then a fairly unknown game maker.

Most industry insiders felt that Sega's Sega Master System (SMS) was technically superior to the NES, but Sega had a hard time getting popular software. Sega had only a couple of crossover games (most notably, arcade translations of Double Dragon and Rampage) from the NES.

Nintendo had firmly entrenched its icon, Mario, as part of the pop culture. Mario had a very high Q-rating, the figure that shows recognizability of a person or product to the various age groups. The NES had unprecedented market share and was riding a very big wave.

### THE JAPANESE WAVE, PART II

While Nintendo was peaking out with the NES, plans were underway to knock it off its perch.

Within days of each other in the fall of 1989, Sega's Genesis and NEC's TurboGrafx-16 hit store shelves. Similar to Nintendo's Famicom, both of these new consoles had roots in Japan.

Sega's Genesis is a 16-bit machine, driven by a 68000 processor, while the TurboGrafx-16 uses an 8-bit processor. NEC also equipped the TG-16 with a 16-bit graphics processor, thus the "16" in its moniker. It's clear that the US venture with the TG-16 was expected to do as well as its Far East brother.

While NEC counted on a

increasing activity to date.

As far as group and family activities (team leisure) are concerned, these show the largest growth patterns. Social interaction, consumer demands to share fun are as much responsible for those trends as the historical return of "doing things together". This applies very much to a society increasingly dominated by single parent families.

Shopping, subject to healthy economic conditions, forms part of such a shared experience. Greater mobility, increased car ownership and more leisure shopping designed units, versus traditionally built stores, reinforce the trend.

### THE CHANGING WORLD OF LEISURE Trends

**Education experience** - to learn, widen interests.

**Nostalgia** - return to simpler times/the past/less complicated lifestyle.

**Fantasy & adventure** - "fulfill my dream."

**Individual experience** - personalised merchandising/

(conserving the traditional).

**Communication with the public will be directed towards** - more referenda instead of single authority decisions as far as planning approvals and licences to operate leisure projects are concerned. Price resistance versus quality resistance will prevail due to continued high unemployment and economic recession worldwide. Value for money principle is paramount, as financial expenditure continues to be viewed as the number one economic priority for all social groups.

### THE CHANGING WORLD OF LEISURE TOWARDS THE YEAR 2000 AND BEYOND Trends

**Virtual Reality** - sharing emotional experience.

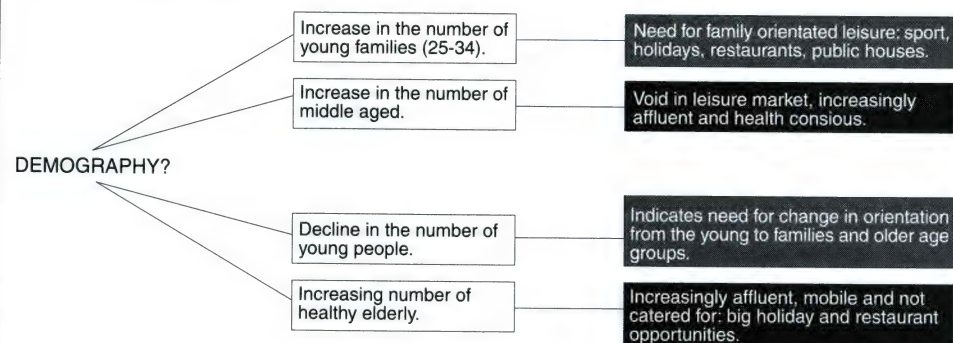
**Simulation** - family togetherness.

**Computer graphics** - share nostalgia.

**Live shows** - mixed with technology.

**Themed dark rides (journeys through fantasy worlds)** - sharing confined environment (thrill experience and escapism).

### Key future demographic trends



individually designed vacations.

**Environment** - protection/maintenance of nature and resources.

**Interactive action** - don't watch/participate/take part.

**Increased technology** - quicker product change/tiring attractions.

### THE CHANGING WORLD OF LEISURE TOWARDS THE YEAR 2000 Trends

**New products & industries concentrating on the provision of** - all weather tourism, artificial environments, tele-marketing, heritage protection

**Animatronics and robotics** - lifelike simulation and movement.

### THE CHANGING WORLD OF LEISURE TOWARDS THE YEAR 2050 Trends

**Interactive rides** - create different direction rides.

**Individual themed adventures (live another life of another time period in another place/environment)** - "living out our fantasy." Be a historical figure/person for a day/week/period. Be a part of a ship's mutiny, or wildlife safari experience.



# PLAYERS PERSPECTIVE

## ARCADE GAMES STILL MOST CAPTIVATING

A few nights ago I was playing Mortal Kombat at home when the topic of home game systems vs. arcade games came to mind. I always enjoyed going to the arcade rather than staying home playing the same games over and over.

There's something about getting out, in the company of other vidiots, that makes me put down the control pad and venture forth to the big games with good old-fashioned joysticks.

The major concern is whether or not home game technology is catching up to coin-op game technology. This situation surfaced 10 years ago when the Atari 2600 was a popular system.

Will the public's limited amusement dollar shift almost entirely from the arcades to home game cartridges? I don't

know if this is true or not.

So, what makes them return to game rooms time and time again? I can think of several reasons. First and foremost, the newest technologies are seen in the arcades. People want to see new things right away, to experience it first. The same logic applies to people who pay \$9 for a first-run movie instead of waiting for it to reach the \$4 cinemas.

Home game graphics still don't match-up to the arcade games. I was completely impressed when I played Mortal Kombat on my home system. The



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# HOME SYSTEMS AND THE OPERATOR

It's hard to believe that the video game market is less than two decades old. The legendary story of Nolan Bushnell is just the beginning of what's happening today.

With technology springing ahead by leaps and bounds, it's almost unfathomable that in such a short time we've gone from Pong to life-like, digitised characters and realistic sound samples and audio processes like "Q-Sound," giving the player more exciting and real experiences than ever before. Virtual reality games are the subject of another survey altogether.

It's also important to note that over that same period the home video game industry has mirrored the arcade industry - with an admitted lag - thanks to hardware from Atari, Nintendo and Sega, among others, getting software producers to shoehorn their coin-op products into cartridges. A good example is the multi-million-selling release of Mortal Kombat last September by Acclaim. With every increase in arcade technology, there is a

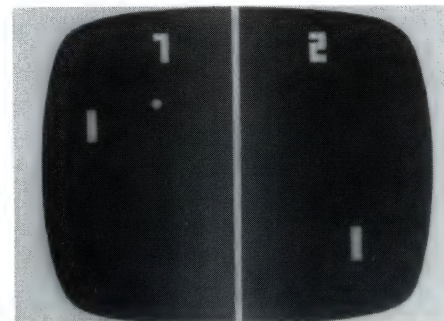
similar - though understandably lesser - move ahead in the power of the home consoles.

The intention of this report is to give a brief history of the home video game market, with a look back at what was and a look ahead at what's in the works. As SNK's Neo-Geo has made a crossover from arcade to home console, there are signs that many of the home systems coming up will be used as inexpensive engines in tomorrow's arcade games.

## RECENT ANCIENT HISTORY

About 10 years ago, the home video game industry hit a wall, labelled by some as the "Great Crash of 83". At that time Atari had its extremely popular 2600 VCS console, followed closely by Mattel's Intellivision and Coleco's Colecovision. Some would point to Atari's wild spending as the key to its demise, bringing the whole industry down as a result.

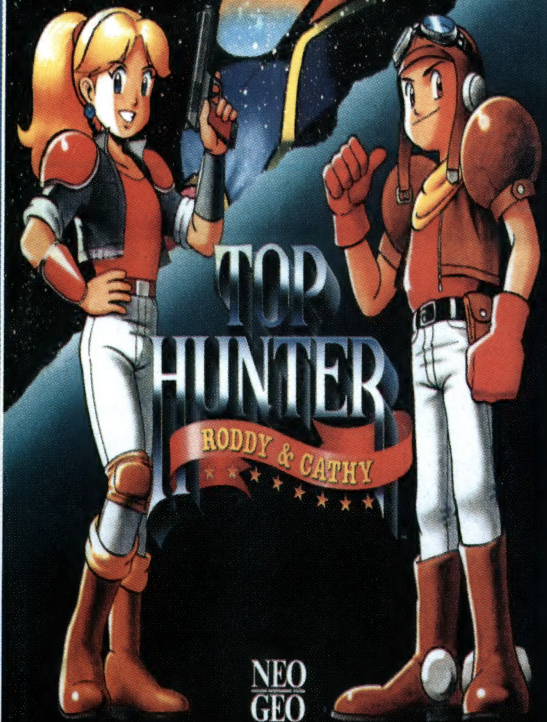
Others would say that it was the fact that there were no regulations on who made software for the consoles, thus





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sound, graphics, and playability was close to the arcade version, but.... In the arcades monitors are bigger and clearer than most home televisions. The RAM/ROM boards are more extensive in a large game as opposed to a smaller version; the same for speakers.

Perhaps the most important difference is that being in an arcade means you are around other people. Game rooms happen to be one of the first social gathering places for kids. I've also see groups of people surrounding one extraordinary game player. I know this individual gets a thrill from displaying his ability to defeat every opponent in Street Fighter II, just as I used to feel when I could complete Stern/Seeburg's laser disc Cliff Hanger.

Players don't make a conscious decision to play either an arcade game or

a home game. They go into an arcade after seeing a movie, while on a lunch break, or when shopping at the mall. Substituting a home game system for any of these situations wouldn't work.

A lot of players play at home when they are bored or right before bed. Players may tire of frequently playing the same games. Interest in a particular video game will usually last longer if it's in the arcade setting.

I believe that arcade games will always be ahead of home game systems. I can think of only one advantage that home games may have over the current coin-op releases and that is a wider variety of themes.

From a player's perspective I'm not worried that arcades will fall out of favour due to some new CD system or the

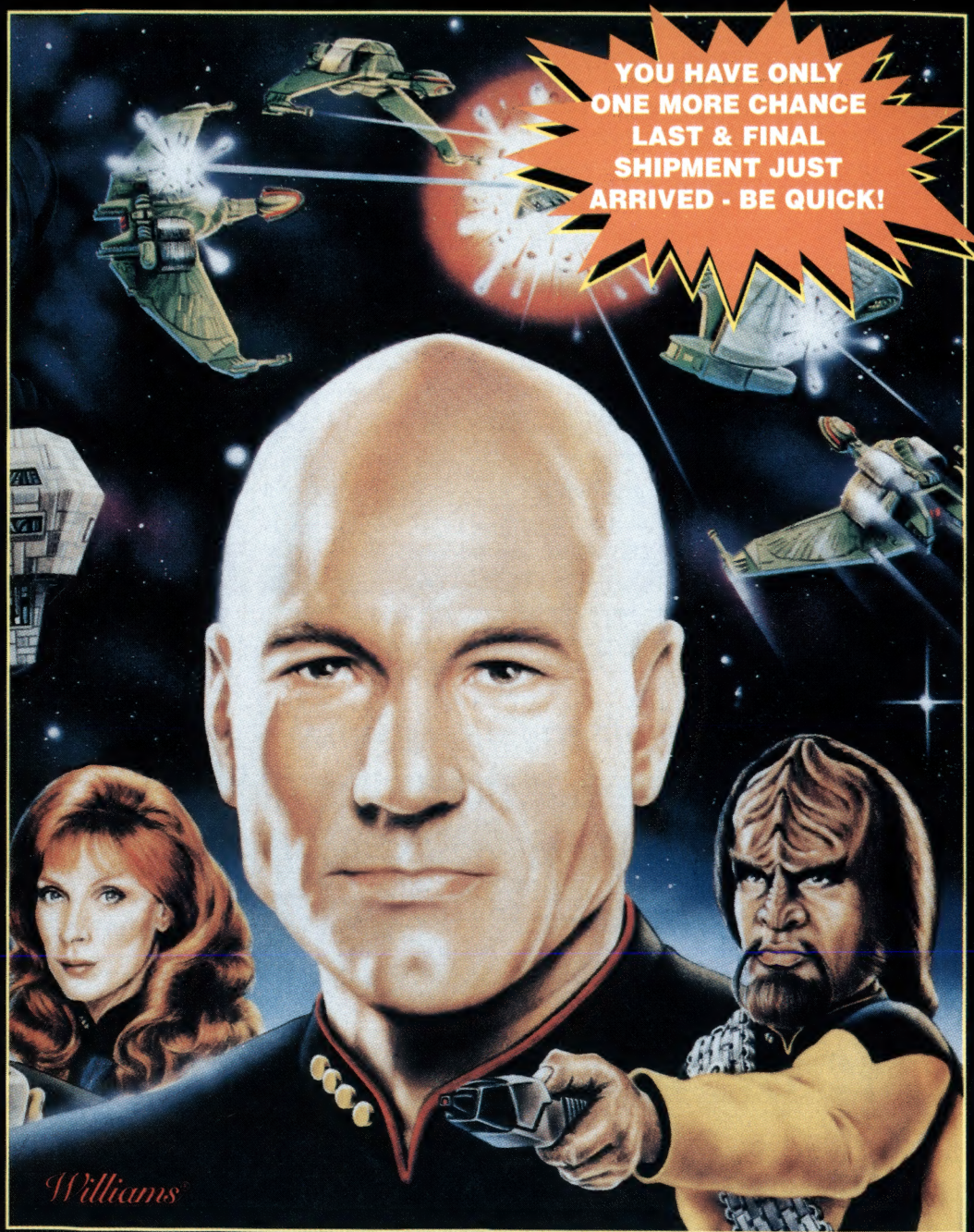
latest gimmick control pad. The best course of action is to concentrate on making every arcade release something appealing and state-of-the-art. If that doesn't happen, then all arcade games will become expensive virtual reality experiences instead of the traditional games that we all love.



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to have done this during the recent Super Bowl. Live broadcasts of all 256 NFL football games per season, plus basketball, baseball, and hockey broadcasts and college football, are also wired into the NTN network for interactive play-along entertainment.

To play "QB-1," players watch a live football broadcast on one screen and predict the quarterback's plays such as "run middle" or "pass left." Correct predictions earn points; scores are instantly tabulated and continually displayed on a secondary screen. Every now and then, NTN flashes a "leaderboard" on the screen, allowing players in specific locations to compare their performances to other players nation-wide. "The only thing wrong with QB-1 is that it's impossible to play and meet girls at the same time," one loyal fan told Sports Illustrated.

Pre-programmed games include trivia contests like "Showdown," "Passport," and "NightSide" with topics ranging from sports to politics, travel, entertainment, history and sex. Special broadcasts like the Academy Awards are also occasions for NTN to create additional interactive, predictive games. In states like New York, Pennsylvania, etc (which have just legalised home wagering on horses) NTN will soon offer a secondary "wagering" network that uses credit card swipe slots on the player device. NTN may also offer this network to churches, so they can bring their traditional bingo into the hi-tech era.

NTN does not take coin machine operators as partners. It doesn't need them. Instead, the firm sells licenses to other markets - like a single NTN master license for Europe, and another one for Australia. But NTN does service locations which have traditionally been the operator's "turf" - taverns and restaurants like Bennigans, Black Angus, and more. By the way, they're also going after hotels. NTN's "LodgeNet Entertainment In-Room Network" reaches 250,000 rooms in over 1,900 hotels in the US including Sheratons, Doubletree Inns, Outrigger, and Trump hotels, they advise.

Oh, yes ... there is one type of US "operator" who can be a partner with NTN; your local cable TV operator. That's one way NTN has taken its games into the home market. Other ways include linking NTN programming with computer

data services. Current licensed distributors of NTN programming include: GE interactive cable TV; TV Answer; the GE "Genie" on-line data service; the AT&T ImagiNation network (formerly Sierra On-Line); Interactive Systems Inc; and US Order. By the way, NTN's games are supported by advertising from the likes of Millar Beer, Chevrolet, Winston cigarettes, American Express, etc.

### **NTN TECHNICAL BASE: BUILT IN FLEXIBILITY**

Since all these delivery platforms are carrying NTN (and since the company intends to be flexible for transmissions in other countries, or on tomorrow's multimedia networks), the NTN network includes five main delivery methods. They are: FM side band, direct satellite, TV vertical blanking interval, cable, and the telephone. NTN programs are transmitted from the NTN control centre in Carlsbad, California through an uplink to a satellite above the equator. The digital feed is then re-transmitted by satellite and received by all subscriber locations. Time elapsed: less than one second! Transmissions can be sent point-to-point or point-to-multiple receivers. In most cases, the return path uses a toll-free "800" telephone number.

Based in Carlsbad California, NTN was founded in 1983 by professional sports and broadcasting executives. Chairman Don Klosterman is a former pro football player who later served as GM or VP for the Oilers, Colts and Rams. President Patrick Downs' resume includes stints as VP and business manager of the Padres, and Time-Life's special projects chief and regional GM for Tickertron. NTN spent two years developing its product before going on-line with service in 1985. They've been losing money for quite a while (reportedly racking up \$25 million in losses), but a recent issue of Business Week (Jan 24) said they're about to break into profits in a big way. They just had their first quarter "in the black," said the magazine. And 1993 revenues were double the previous year's gross earnings.

"Link-up live and play the world," is NTN's slogan. So far, they're doing exactly that ... and their future looks bright indeed.



# IS THE FUTURE HERE?



*NTN Communications "downloads" grown-up games to taverns; sole-source network offers a challenge .... and a role model.*

Okay, here's the not-so-secret formula for the next generation of tavern-based, hi-tech entertainment. Take two TV sets, one handheld keyboard, and a tavern. Toss in a satellite that "downloads" video game formats, and a toll-free telephone hookup for players to zap their gameplay moves back to the network's central computer. Combine them together, and what do you get?

You get futuristic entertainment that's already up and running today in 1,300 locations across North America. Remote, interactive, networked games are downloaded to taverns, lounges and restaurants by NTN Communications Corp. Their 24-hour, 7-day-a-week menu includes a growing mix of trivia games, interactive sports

games and soon-to-come wagering games. They say about 4.5 million people now play on the network each month. The NTN Entertainment Network offers 11 hours of original interactive programming each day.

Could this kind of thing knock operators out of taverns and other traditional coin-op locations? Well, we're forced to admit it's possible. Maybe you still can't send a pool table or cigarette machine over a satellite broadcast or a phone line, but NTN (and similar services from the likes of AT&T, Time-Warner, etc) could certainly deliver video games, music, and even league formats for darts and pool on their networks.

Not that NTN wants to get into the business of distributing "kids" video games. They are quite proud of their own home-grown programming, which is aimed squarely at grownups. Still, the growing success of NTN represents coin-op's final wake-up call: get hip to hi-tech now, or else give up your exclusive grip on your locations. The success of NTN shows that interactive networks are not "the future" anymore, they are "today".

How does NTN make its money? Forget about coin mechs and commission splits. Most locations do not charge customers to play the games, NTN said. Instead, NTN charges taverns \$595 per month for programming. Locations are happy to pay up because the system is really popular with patrons and draws lots of traffic. "Players line up early for their spot on the network," said company officials. "We wouldn't have invested in it if it didn't give us an attractive return on investment," one restaurant chain exec told Business Week.

Players may not pay money to participate in NTN's game, but highscorers can still win prizes from local taverns (anything from a \$25 bar tab to big consumer electronics items). Prizes are also awarded by NTN itself.

Live games on the NTN network include "QB-1," an NFL-licensed game where tavern patrons watch a live football match and punch in keyboard selections to predict the next offensive play. Over 35,000 tavern customers are estimated

# GENERATING POSITIVE PUBLICITY

An arcade celebrates its tenth anniversary. An employee retires after 30 years. A new attraction opens. These different situations have one thing in common: they all deserve media coverage. But will they get it? The answer may depend primarily on the efficient use of publicity techniques.

Many people are confused about exactly what publicity is and isn't. Publicity is notice gained in the media by non paid means; publicity is not paid advertising. It is directly and indirectly sought attention from the media; it is not public relations contacts made through community organisations. Publicity is something every arcade needs, it is not an extra, throw away, non budgeted, last-minute effort. Publicity needs to be professional and efficient, not casual and sloppy.

There are several rules to remember in dealing with the media and gaining positive publicity, and there are a number of imaginative ways to go about it. Much of the rest of the effort is common sense and good planning.

## PUBLICITY DO'S

- Make sure the item you're selling is newsworthy - unusual, wacky, startling, timely or significant in some way.
- Become familiar with your media contacts. When possible, have an ongoing relationship with them.
- Be aware of deadlines and routinely busy times of important contacts.
- Give the facts clearly and honestly. Don't "fluff" or editorialise, except through direct quotes.
- Try to see it through their eyes. Look for special angles and be direct and concise.
- Make yourself available as a networking contact even if the story isn't being pursued.
- Have quality black-and-white photos and colour slides available.
- Make sure that whatever material you send makes a professional impression; check for spelling errors, printing quality accuracy and so on.
- Make use of new techniques to pursue publicity.

## PUBLICITY DON'TS

- Don't take negative coverage personally. If a significant mistake is made, ask for a correction rather than overreacting or becoming angry.
- Don't call the media at the last minute. Send

information well in advance and then follow up.

- Don't get upset if a story doesn't "sell". Editors receive literally hundreds of unsolicited story ideas every week; maybe another worked better than yours.
- Don't try to cover up negative information if it's significant. Be prepared in advance for tough questions.

## HOW TO DO IT

One of the longtime standards of publicity, the written press release can't be relied on to do the work anymore. Don't misunderstand - a concise, well-written, fact-filled press release still is important to any publicity campaign. These days however, it works best when supplemented by other techniques in order to promote your facility, idea, or event in the publicity market. Here are some ideas:

- Create a media kit. Include press releases, photos, and fact sheets.
- Stage a publicity promotion. Make sure the event is news worthy, such as unusual sports competitions, and contests.
- Stage a news event.
- Try a co-operative effort with a non-profit agency: a special exhibit through a local museum, an event benefiting charity, a fashion show featuring local children, and so on.
- Is a celebrity visiting the area? Ask for an interview staged at your facility.
- Develop an idea that ties in with a local story angle.
- Send editors a prepaid "checklist" postcard, on which they can mark items that are of interest to them.
- Be proactive about turning negative publicity into positive. Prepare by having a complete crisis management plan. If an incident occurs, get the facts, develop a statement, and create a sheet of potential questions and answers to help in dealing with the situation.
- Try a new means of spreading information to the media. Ideas include faxing, using courier services or telegrams, and producing a video news release.

Remember, publicity is essential, but it doesn't have to be expensive or even difficult if you follow the rules and use common sense.



# TURBO PROFITS!

**Once You Install Super Street Fighter II Turbo™, Accelerated Profits Begin In Minutes.**

Now you can give your customers the faster speed they want and need, for profits that increase right along with it. Because Super Street Fighter II Turbo is far faster than Street Fighter II — you can even set the speed to increase the excitement!

**Your Customers Will Be Moved To Play Again and Again.**

Players will find all the great features of the original and new moves that only happen using standard fighting techniques. With every character powered-up

**System II™**

from their predecessors and a new secret boss, players will be back day after day.

**Capcom's System II™ For Installation At Turbo Speed.**

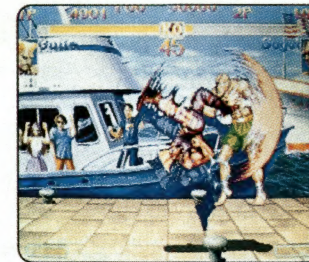
System II means you get Super Street Fighter II Turbo installed fast, easy and inexpensively. Once you're plugged into the system, changing software is as easy as snapping in a new board.

To order the Super Street Fighter II Turbo on System II, call your Capcom distributor or Capcom at (408) 774-0500. Do it fast to make sure your Turbo profits are a sure thing.

**STREET FIGHTER II TURBO**

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## THE FASTER THE CHALLENGE, THE FASTER THE PROFITS.



Super Street Fighter II Turbo™ gives players endless reasons play again and again. Faster fighting. New Moves. More powerful characters. A new secret boss. And more.

### NONSTOP FIGHTING. NONSTOP PROFITS.

You set the speed for the fastest, most furious fighting action ever! Every character has more power, including a new Super Combo move that is activated only when the meter at the bottom of the screen is fully charged. Before players can charge the meter, they must use standard fighting techniques on their opponent. When the meter is full, the player can activate it by executing a special Super Combo Move which depletes the opposition's Consciousness Meter by almost 50%.

### NEW BOSSES. NEW MOVES. NEW PROFITS.

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